King, Valerie A.

From: Kimberly Prchal [Kimberly.Prchal@mdsps.com]
Sent: Thursday, February 06, 2003 3:27 PM
To: valerie.a.king@pmusa.com; Jan.Oey@pmusa.com
Cc: James Cunningham; Emily Stice; Darra Hargrave; Megan Mccrory
Subject: Menthol Advertising

Sensitivity: Confidential

Menthol Ads.pdf

Valerie and Jan,

Attached are the print and radio advertising's that MDS plans on using for the upcoming short term menthol study (ECHJLI/01/03, AA04271). The "Menthol Smokers" ads will be used prior to the 4 week switching period. The "Ultra Light Menthol" ads will be used during the 4 weeks prior to study start. By specifying "Menthol", we feel this will help reduce the amount of call volume that would be produced if we used the "Smokers" advertising.

Although these ads are very similar to the IRB approved (and PM Legal approved) general advertising, the specific mention of menthol makes the ads more study specific and will need additional IRB approval.

We would like to start running the menthol ads the week of 17 Feb. In order to do this, your legal team and the IRB will need to approve for usage by 07 Feb. IRB approval can be expedited, without a final protocol.

Please let me know if these timelines can be met and if your legal team gives their approval.

Thanks
Kim

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